

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A computer-implemented method comprising:

receiving a product attribute having a subjective value and a product cost corresponding to a product from a vendor via a communications network;

determining, on a first processor, a sale price for said product utilizing said product cost;

determining, on a second processor, a competitive price for said product utilizing said product attribute including the subjective value;

comparing, on a third processor, said sale price to said competitive price to determine the difference between the sale price and the competitive price and storing the result in memory; and

determining, on a fourth processor, a display price based on the sale price, the competitive price, and the difference between the sale price and competitive price;

~~automatically~~ displaying said product for sale on a website at said ~~sale~~ display price ~~in response to said comparison~~.

Claim 2 (Original): The method as set forth in claim 1, wherein determining a sale price for said product utilizing said product cost comprises applying a sale price modification factor to said product cost, wherein said sale price modification factor is selected based upon said product cost.

Claim 3 (Original): The method as set forth in claim 1, wherein said product comprises a gemstone and determining a competitive price for said product utilizing said product attribute comprises:

defining a cut grade for said gemstone in response to receiving said product attribute;  
and  
determining a competitive price for said gemstone utilizing said cut grade.

Claim 4 (Original): The method as set forth in claim 3, wherein:

receiving said product attribute and said product cost corresponding to said product  
further comprises receiving a cut characteristic and a first plurality of product attributes  
including a shape, a color grading, a clarity grading, and a weight,

defining a cut grade for said gemstone in response to receiving said product attribute  
comprises defining a cut grade for said gemstone utilizing said cut characteristic, and  
determining a competitive price for said product utilizing said product attribute  
further comprises:

determining a first price for said gemstone utilizing said first plurality of  
product attributes; and

determining a second price for said gemstone utilizing said first price and said  
cut grade.

Claim 5 (Original): The method as set forth in claim 4, wherein receiving a cut  
characteristic and a first plurality of product attributes including a shape, a color grading, a  
clarity grading, and a weight comprises receiving a cut characteristic selected from the group  
consisting of: a shape, a depth percentage, a pavilion depth, a table percentage, a table size, a  
crown percentage, a crown angle, a pavilion angle, a culet size, a girdle thickness, a faceting  
style, and a length-to-width ratio.

Claim 6 (Original): The method as set forth in claim 4, wherein:

receiving said product attribute and said product cost corresponding to said product further comprises receiving a second plurality of product attributes including a polish grading, a symmetry grading, a fluorescence grading, and a lab certification identifier, and determining a competitive price for said product utilizing said product attribute further comprises determining a competitive price for said gemstone utilizing said second price and said second plurality of product attributes.

Claim 7 (Original): The method as set forth in claim 6, wherein determining a competitive price for said gemstone utilizing said second price and said second plurality of product attributes comprises:

defining a competitive price modification factor for one of said second plurality of product attributes utilizing said first plurality of product attributes; and

determining a competitive price for said gemstone utilizing said second price and said competitive price modification factor.

Claim 8 (Original): The method as set forth in claim 4, wherein said gemstone comprises a fancy cut diamond, said cut characteristic comprises a length-to-width ratio, and defining a cut grade for said gemstone utilizing said cut characteristic comprises defining a cut grade for said gemstone utilizing said length-to-width ratio.

Claim 9 (Original): The method as set forth in claim 1, wherein:

comparing said sale price to said competitive price comprises:

defining a range of price values utilizing said competitive price; and

determining whether said sale price is within said range of price values;

and further wherein automatically displaying said product for sale on a website at said sale price in response to said comparison comprises displaying said product for sale on said website in response to a determination that said sale price is within said range of price values.

Claim 10 (Original): The method as set forth in claim 1, wherein:

comparing said sale price to said competitive price comprises:

calculating a difference between said competitive price and said sale price;

and further wherein automatically displaying said product for sale on a website at said sale price in response to said comparison comprises:

comparing said difference between said competitive price and said sale price to a predefined threshold; and

displaying said product for sale on said website in response to a determination that said difference is less than or equal to said predefined threshold.

Claim 11 (Original): The method as set forth in claim 1, wherein:

comparing said sale price to said competitive price comprises:

calculating a ratio of said sale price to said competitive price;

and further wherein automatically displaying said product for sale on a website at said sale price in response to said comparison comprises:

comparing said ratio of said sale price to said competitive price to a predefined threshold; and

displaying said product for sale on said website in response to a determination that said difference is less than or equal to said predefined threshold.

Claim 12 (Currently Amended): A machine-readable medium having a plurality of machine-executable instructions embodied therein which when executed by a machine, cause said machine to perform a method comprising:

receiving a product attribute having a subjective value and a product cost corresponding to a product from a vendor via a communications network;  
determining a sale price for said product utilizing said product cost;  
determining a competitive price for said product utilizing said product attribute including the subjective value;

comparing said sale price to said competitive price to determine the difference between the sale price and the competitive price and storing the result in memory; and  
determining a display price based on the sale price, the competitive price, and the difference between the sale price and competitive price; and

~~automatically~~ displaying said product for sale on a website at said ~~sale~~ display price ~~in response to said comparison.~~

Claim 13 (Original): The machine-readable medium as set forth in claim 12, wherein determining a sale price for said product utilizing said product cost comprises applying a sale price modification factor to said product cost, wherein said sale price modification factor is selected based upon said product cost.

Claim 14 (Original): The machine-readable medium as set forth in claim 12, wherein said product comprises a gemstone and determining a competitive price for said product utilizing said product attribute comprises:

defining a cut grade for said gemstone in response to receiving said product attribute;  
and

determining a competitive price for said gemstone utilizing said cut grade.

Claim 15 (Original): The machine-readable medium as set forth in claim 14, wherein:  
receiving said product attribute and said product cost corresponding to said product  
further comprises receiving a cut characteristic and a first plurality of product attributes  
including a shape, a color grading, a clarity grading, and a weight,  
defining a cut grade for said gemstone in response to receiving said product attribute  
comprises defining a cut grade for said gemstone utilizing said cut characteristic, and  
determining a competitive price for said product utilizing said product attribute  
further comprises:

determining a first price for said gemstone utilizing said first plurality of  
product attributes; and

determining a second price for said gemstone utilizing said first price and said  
cut grade.

Claim 16 (Original): The machine-readable medium as set forth in claim 15, wherein  
receiving a cut characteristic and a first plurality of product attributes including a shape, a  
color grading, a clarity grading, and a weight comprises receiving a cut characteristic selected  
from the group consisting of: a shape, a depth percentage, a pavilion depth, a table  
percentage, a table size, a crown percentage, a crown angle, a pavilion angle, a culet size, a  
girdle thickness, a faceting style, and a length-to-width ratio.

Claim 17 (Original): The machine-readable medium as set forth in claim 15, wherein:

receiving said product attribute and said product cost corresponding to said product further comprises receiving a second plurality of product attributes including a polish grading, a symmetry grading, a fluorescence grading, and a lab certification identifier, and determining a competitive price for said product utilizing said product attribute further comprises determining a competitive price for said gemstone utilizing said second price and said second plurality of product attributes.

Claim 18 (Original): The machine-readable medium as set forth in claim 17, wherein determining a competitive price for said gemstone utilizing said second price and said second plurality of product attributes comprises:

defining a competitive price modification factor for one of said second plurality of product attributes utilizing said first plurality of product attributes; and

determining a competitive price for said gemstone utilizing said second price and said competitive price modification factor.

Claim 19 (Original): The machine-readable medium as set forth in claim 15, wherein said gemstone comprises a fancy cut diamond, said cut characteristic comprises a length-to-width ratio, and defining a cut grade for said gemstone utilizing said cut characteristic comprises defining a cut grade for said gemstone utilizing said length-to-width ratio.

Claim 20 (Original): The machine-readable medium as set forth in claim 12, wherein: comparing said sale price to said competitive price comprises:

defining a range of price values utilizing said competitive price; and

determining whether said sale price is within said range of price values;

and further wherein automatically displaying said product for sale on a website at said sale price in response to said comparison comprises displaying said product for sale on said website in response to a determination that said sale price is within said range of price values.

Claim 21 (Original): The machine-readable medium as set forth in claim 12, wherein:  
comparing said sale price to said competitive price comprises:

calculating a difference between said competitive price and said sale price;

and further wherein automatically displaying said product for sale on a website at said sale price in response to said comparison comprises:

comparing said difference between said competitive price and said sale price  
to a predefined threshold; and

displaying said product for sale on said website in response to a determination  
that said difference is less than or equal to said predefined threshold.

Claim 22 (Original): The machine-readable medium as set forth in claim 12, wherein:  
comparing said sale price to said competitive price comprises:

calculating a ratio of said sale price to said competitive price;

and further wherein automatically displaying said product for sale on a website at said sale price in response to said comparison comprises:

comparing said ratio of said sale price to said competitive price to a predefined  
threshold; and

displaying said product for sale on said website in response to a determination  
that said difference is less than or equal to said predefined threshold.

Claim 23 (Currently Amended): A data processing system comprising:



a storage device to receive a product attribute having a ~~subjective value~~ subjective value and a product cost corresponding to a product from a vendor via a communications network;

a processor to determine a ~~sale~~ display price for said product utilizing said product cost and a competitive price for said product utilizing said product attribute, and to compare said sale price to said competitive price to determine a display price; and

a display device to automatically display said product for sale on a website at said ~~sale~~ display price ~~in response to said comparison~~.

Claim 24 (Original): The data processing system as set forth in claim 23, wherein said product comprises a gemstone and said processor to determine a competitive price for said product utilizing said product attribute comprises a processor to define a cut grade for said gemstone utilizing said product attribute, and to determine a competitive price for said product utilizing said cut grade.

Claim 25 (Original): The data processing system as set forth in claim 24, wherein:

said storage device to receive a product attribute and a product cost corresponding to a product from a vendor via a communications network comprises a storage device to receive a cut characteristic and a first plurality of product attributes including a shape, a color grading, a clarity grading, and a weight;

said processor to define a cut grade for said gemstone utilizing said product attribute comprises a processor to define a cut grade for said gemstone utilizing said cut characteristic; and

said processor to determine a competitive price for said product utilizing said product attribute further comprises a processor to determine a first price for said gemstone utilizing

said first plurality of product attributes and to determine a second price for said gemstone utilizing said first price and said cut grade.

Claim 26 (Original): The data processing system as set forth in claim 25, wherein said gemstone comprises a fancy cut diamond, said cut characteristic comprises a length-to-width ratio, and said processor to define a cut grade for said gemstone utilizing said cut characteristic comprises a processor to define a cut grade for said gemstone utilizing said length-to-width ratio.

Claim 27 (New): The computer-implemented method of claim 1, wherein the first processor, the second processor, the third processor, and the fourth processor are the same.

Claim 28 (New): The method of claim 1, wherein determining a competitive price includes determining the subjective value of the product attribute determined by an expert appraisal of the product.

Claim 29 (New): The method of claim 12, wherein determining a competitive price includes determining the subjective value of the product attribute determined by an expert appraisal of the product.

Claim 30 (New): The method of claim 28, wherein the product is a gem stone and the expert appraisal includes inspecting the gem stone.

Claim 31 (New): The method of claim 29, wherein the product is a gem stone and the individual appraisal includes inspecting the gem stone.

### BASIS FOR THE AMENDMENT

Claims 1-31 are active in the present application. Independent Claims 1, 12 and 23 have been amended to include a recitation of the technological art which may be used to carry out the claimed inventions. Support for the amendment is found throughout the specification such as paragraphs [0028]; [0030]; [0031]; [0020] and [0016]. The independent claims have been further amended to recite that determining the competitive price includes utilizing the subjective value of the product attribute. Support for the amendment is found, for example, in paragraph [0037]. The independent claims have been further amended to recite a step for calculating a display price based upon the sale price and competitive price. Support for the amendment is found throughout the specification. Independent Claim 1 has been amended for clarity to state that the price that is displayed for the product is the display price.

Claims 27-31 are new claims. Support for new Claim 27 is found throughout the specification, for example, on paragraphs [0015] – [0022] and [0027] – [0032]. Support for new Claims 28-29 is found, for example in paragraph [0005]; [0036]; [0037] and [0003]-[0007].

No new matter is believed to have been added by this amendment.